

**ABSTRACT**

**[0084]** The present invention comprises a sales process control system (“SPCS”). The SPCS of the present invention is preferably embodied as a software application which may run in various environments and according to various architectures. The SPCS of the present invention offers many different features all of which are designed to automate and implement the most effective sales campaign possible. This is accomplished in various ways including through a control process which allows salesperson-users to design and implement an email communication protocol that automates the generation of emails that are sent to customer leads on a scheduled basis. This process allows control at the salesperson level as well as at the sales manager level and the user interface may be customized by both the sales manager and the salesperson to control access to information, appearance and functionality.